

Calling All Businesses in the Heads of the Valleys region



WORKSHOPS Design Wales Brand Essentials and Creativity and Innovation Taster

Delivered
by business people
for business people

Here's what they say.....

"Excellent. Would highly recommend. Go for it! It's hard to think of ideas when at work. This workshop gives you a chance to step back and think clearly. Great advice. Really enjoyed."
Sarah Draper,
Royvon Dog Training Schools

"The workshops are superb. To have other people help develop your business was excellent. It has given me direction. I can't recommend it enough."
PJ Cavalli Personal Training,
Sole Trader

"To anyone thinking about attending these workshops – just do it! I have gained so much from attending the event. It has been an eye opener. I would recommend the course to anyone who wants to improve their business and be challenged."
Alexandra Smith,
Alexandra Smith Therapies

"The key things I have learnt are a re-assessment of my customer base and re-direction of my effort. It is well worth attending this Creativity and Innovation workshop."
Phil Corke,
Design & Manufacture Ltd

"Extremely useful and practical advice which is very relevant and can be applied in many ways."
Wendy Locke,
Virtual Assistance

Open to any organisation based in the Valleys
(Blaenau Gwent, Caerphilly, Merthyr Tydfil, Rhondda Cynon Taf or Torfaen)

- designed for sole traders, employees, business owners, managers and directors
- in any business sector, any industry, including social enterprise organisations.

Design Wales Brand Essentials I : an introduction to branding



Design Wales Brand Essentials II: reinforcing your brand with new media/on the cheap

5 March 2009

3 June 2008
7 October 2008

- Information required before commissioning a brand
- basic understanding of branding
- awareness of the design process
- how to source and brief external design expertise

- basic understanding of branding
- how brand informs core business activities
- how to promote a business cost effectively through the internet

Creativity and Innovation Taster Workshop

Practical half-day workshop to introduce tools and techniques for creativity and innovation:

- ✓ understand the innovation process
- ✓ discover the skills you need to implement ideas successfully
- ✓ learn how to think creatively and
- ✓ find out how to communicate ideas so that people take action.

Here's How YOU Can Benefit

- ✓ Practical workshop sessions –
 - two separate sessions – you choose which you want to attend, one or both
 - delivering proven results in convenient local venues
 - with practical techniques and ideas you can use immediately to get better results
 - meet and work with people outside your sector
 - potentially benefit from funding support to help you implement your ideas.

REGISTER your place on the workshops NOW.
Full details overleaf.....



Heads of the Valleys Innovation Programme (HOVIP)
aims to increase the capacity for innovation in businesses in the region.
HOVIP2 is supported by the Welsh Assembly Government HoV Regeneration initiative and is hosted by
Merthyr Tydfil County Borough Council. See www.hovip.org.uk



